

ABSTRACT OF THE DISCLOSURE

A method of organizing information related to content. A plurality of categories related to the content is identified along with a plurality of elements associated respectively with at least a subset of the categories. The categories and elements are arranged in a hierarchical structure. Then, a computer readable format is encoded with the hierarchical structure as well as with the information related to the content in accordance with the hierarchical structure. The categories and elements relate to a predetermined business.

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